OIPE JUL 03 2006 PATENT & TRADEMARK OFFICE

IN RE U.S. UTILITY PATENT APPLICATION FOR APPARATUS AND METHOD TO MANUFACTURE A LEAF DISPLAY DEVICE SERL. NO. 10/673,827 DOCKET NO. 0342UR

Declaration of Mathew R. Roth

I, Mathew R. Roth, declare as follows:

1. My name is Mathew R. Roth. I am over eighteen years of age, suffer from no mental or physical infirmities which affect my capacity to testify and am otherwise competent by law and by personal knowledge to make this Declaration.

2. I am an individual whose address is 185 W. Hwy. 40 Barberville FL 32105, and a citizen of the United States of America.

3. I am an inventor of the Apparatus and Method to Manufacture a Leaf Display Device which is disclosed in U.S. Pat. App. Serl. No. 10/673,827 filed 9/29/2003.

4. I have been involved in the business of growing magnolias and making them into wreaths and garlands for the last ten years, during which time I've worked growing the magnolias as well as selling the finished products. I have served as General Manager (production and sales) during the last five years in the company at which I work.

5. My experience in the wreath and garland business indicates the aesthetic appeal of the pieces is one of the most important aspects valued by customers.

6. I first introduced the Apparatus and Method to Manufacture a Leaf Display Device to the market at the end of 2002.

7. The wreaths and garlands produced using the Apparatus and Method to Manufacture a Leaf Display Device very well accepted, and by 2005, all of our sales were pieces manufactured in accordance with the Apparatus and Method to Manufacture a Leaf Display Device.

8. Our advertising budget has remained constant during the years 2002, 2003, 2004 and 2005. By the year 2005, 100% of pieces we sold were manufactured in accordance with the Apparatus and Method to Manufacture a Leaf Display Device. 2005 sales were 213% the volume of 2002 sales. In other words, our 2005 sales were more than double the 2002 sales volume.

9. The increase sales are not due to increased advertising, but rather due to the invention of the Apparatus and Method to Manufacture a Leaf Display Device and sale of leaf display devices made in accordance with the method. As explained above, our advertising has remained substantially constant over the last four years.

10. The reason the pieces made according to the Apparatus and Method to Manufacture a Leaf Display Device have sold so well is that they are uniquely aesthetically pleasing, and aesthetic appeal is very important in the wreath and garland business.

11. Many attempts have been made within the industry over the last ten years to manufacture more beautiful wreaths and garlands. One improvement has been the use of combinations, whereby other plants and plant products such as hydrangea and seed pods are built into the piece. Another approach within the industry has been to add other plants and plant products as visual and structural focal points within individual pieces. Still a third approach has been to improve packaging, in order to eliminate shipping damage to wreaths and garlands which would detract from their aesthetics.

12. Despite numerous efforts within the industry to come up with wreath and garland improvements during the last ten years, no competitor has been able to develop the instant Apparatus and Method to Manufacture a Leaf Display Device.

13. Our competitors are still trying to find a way to produce wreaths and garlands as aesthetically pleasing as our pieces made in accordance with the Apparatus and Method to Manufacture a Leaf Display Device invention.

14. I make the statements contained in this of my own free will, without coercion. I am willing to testify, and if called to do so, will testify as to the veracity of the statements contained in this Declaration. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

FURTHER DECLARANT SAYETH NAUGHT.

Mathew R. Roth

Sworn to and subscribed before me this 27th day of June, 2006, by Mathew R. Roth.

SEAL

Signature of Notary Public

Personally known _____ OR produced identification ✓.

Type of Identification Produced: Fl. Dr. Lic

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